



FROM

allen hollander
company, inc.

new
fully
automatic

FASSON **Multimatic** MFG 350 **labeler**

applies address labels to 10,000/hr.

compare these features!

- Operating speed: up to 10,000 pieces per hour.
- Capacity: Envelopes, self-mailers up to 14½" x 20".
- Labels: on backing sheets up to 6" wide, fanfold or roll.
- Machine size: 21" x 42" x 24" requires less than 8 sq. ft. of floor space.
- Adjustments: Applies labels of various sizes without adjustment. Minor feeder settings required for change of document size.

This **FASSON** Multimatic MFG 350 pressure-sensitive address label applicator, is a compact, high-speed, low cost labeler that can be operated by office personnel.

Designed specifically for use with pressure-sensitive address labels, this fully automatic machine precisely affixes sizes up to 5¾" wide to postcards, envelopes, catalogs, booklets and magazines at speeds up to 10,000 per hour.

Featuring convenient controls, it requires no change-over when labels of different sizes are used. Only minor resetting is necessary for different types and sizes of paper stock and mailing pieces and is capable of handling not only envelopes, but also material up to 14" x 20" that is flat or folded.

Of rugged construction, it has been thoroughly field tested to assure long life and trouble-free operation.



BUTTON, BUTTON—Seems everybody's wearing one. But modern buttons don't pin on; they "stick" to just about anything and deal with just about any subject.

You Name the Cause . . . There's a Button for It

By Newspaper Enterprise Assn.

NEW YORK — (NEA) — The current passion for identity (Who Am I?) and communication (Now Listen Here!) is not limited to peace marchers, civil rights demonstrators and union pickets.

People who would sooner burn their credit cards than carry a placard in public have succumbed to the latest fad of wearing slogans on their sleeves, lapels, hatbands or over their hearts.

The practice used to flourish only in election years when campaign buttons proclaiming "I Like Ike" or "All the Way With LBJ" served as a handy device to separate Republicans from Democrats.

The scope of slogans has now been extended to include advice on foreign policy ("Bomb Hanoi;" "Get Out of Viet Nam;" "Make Love, Not War"); draft status ("Help") or simply individual attitudes ("I'm Happy," "I'm Sad," "Drop Dead").

The campiest is the succinct button that identifies itself as "Button."

According to psychologists, shy people wear such badges to attract attention and get their message across without speaking; some people wear them to identify themselves with a large group or cause; others find them convenient conversation openers.

When such a trend is in the making, can Madison Avenue be far behind?

Advertisers have swiftly capitalized on the craze, adding a refinement of their own to permit even wider mass distribution of the sales promotion gimmick. Instead of using the traditional metal pins, they are saturating the market place with inexpensive die-cut labels that stick to nearly any surface with finger-tip pressure.

One of the most successful slogan promotions — 13 million "We Try Harder" buttons in 21 languages given away by Avis, Inc. —

switched to peel-off labels after spending \$125,000 for 5 million pins. Adhesive-backed stickers cost approximately one-tenth as much as metal pins, according to Allen Hollander Company, Inc. of New York, which manufactures such stickers.

The success of the Avis Try Harder button, which found its way into such unlikely places as church pews and Army artillery units, was recently piggy-backed (with Avis permission) by Embassy Pictures. The film company simply crossed out "try" and made its button read "We SPY Harder" to promote the motion picture, "The 2nd Best Secret Agent in the Whole Wide World."

The new type of sticker-buttons has really grabbed the irrepressible Pepsi Generation, if the demand for "Come Alive" labels is any criterion. The bright red, white and blue slogan pops up on books, go-go boots, jackets, hats, walls, lamps—practically anywhere. A Pepsi-Cola salesman reported that he saw a "Come Alive" button affixed to the gate of a cemetery.

Shoppers are most appreciative of one type of label provided for their own use by thoughtful management in some stores. Dispensers are set up near an entrance and customers may select a blue and white sticker that informs sales people "I'm Just Browsing" or a red and white sticker that states "I'd Like Sales Help."

An increasing number of the most inveterate badge wearers of all—Rotarians, Kiwanians, Lions, fraternal groups and conventioners—are switching to pressure-sensitive labels for instant identification. Not only are these peel-off badges less expensive and more original in design, but they come in strips and can be filled out by hand, typewriter or high-speed computer.

And they stay put in unpinable places, even above a lady's low-cut formal gown.

*Interested in
LAPEL-STIK?*
... WRITE OR PHONE:



Nationwide Sales, Manufacturing and Distribution Facilities:
Boston, Chicago, Cleveland, Detroit, Los Angeles, New York,
Philadelphia and St. Louis.

**allen
hollander** company, inc.



Manufacturers of Labels, Seals, Tags, Specialties
Pressure-Sensitive Labels for Data Processing Systems & Industry

Note use of label

385 GERARD AVENUE ■ BRONX, NEW YORK 10451 ■ TELEPHONE 665-1818 ■ TELETYPE 710-593-2144

Cable Address: ABLELABELS, NEWYORK

Thank you.....

for your recent request for ABLE-LABEL product information.

I have enclosed the material you inquired about and some additional items I know you'll find interesting.

If you require stock or custom-design labels, we can supply the high quality printing, on-time delivery and competitive price you're looking for. In addition, you'll discover a "Red Carpet" of customer service is always rolled out, here!

Look over the enclosed information carefully; it's a file of successful ideas for you to adapt to your own label needs. And remember, too, our creative staff is always available to help you design effective ABLE-LABELS of every type.

For additional samples, specific quotations and detailed label information, contact me personally. I'm looking forward to hearing from you, soon!

Cordially yours,

ALLEN HOLLANDER CO., INC.

B. Zimmerman
Budd Zimmerman,
Marketing Director

**WANT TO KEEP INFORMED ON
LABEL DEVELOPMENTS?**

Simply drop us a note and we'll add your name to our mailing list. Please be sure to include your zip code number and indicate your interest in labels for data processing and/or industrial applications.



Associated Companies:

allen hollander midwest corp. 12755 KIRBY AVENUE ■ CLEVELAND, OHIO 44108 ■ TELEPHONE 451-5415 ■ TELETYPE 810-421-8220
allen hollander illinois co., inc. 45 S. BATAVIA AVENUE ■ BATAVIA, ILL. 60510 ■ TELEPHONE 236-5270 ■ TELETYPE 910-236-1448



**now
print out
tickets,
tags and
cards
at
computer
speeds**

Able DP-Tags

marginally punched continuous
tickets, tags and cards

Able DP-Tags
have so many applications!

- shipping tags
- bundle tags
- warranty tags & forms
- membership cards
- account cards
- file cards
- inventory cards
- production tickets
- licenses
- parts tickets
- bin tickets
- move tickets
- piece-rate tickets
- utility billing forms

Able DP-Tags cut preparation costs —

All the slow, laborious methods of imprinting tickets, tags and card forms are out! No more duplicators, hand stamping, stencils or slow, costly imprinting. Marginally punched continuous Able DP-Tags permit you to run the forms through high speed tabulating equipment just as you do any continuous form. Cuts the preparation cost of tickets, tags and cards to a fraction! For short fill-in runs, even manual typewriters equipped with a pinfeed attachment can be used.

More design features mean more creative forms —

Able DP-Tags are available on any type of paper or tag stock suitable for computer imprinting. They can be patched, numbered, die-cut, perforated, punched, slit or scored to fill any operational requirement . . . even continuous pressure-sensitive strip backing can be specified.

Pinfeed means high speed —

Marginally punched continuous Able DP-Tags now permit you to computer imprint tags, tickets or cards in a fraction of the time required by old-fashioned methods.

SOME TYPICAL Able DP-Tags

File card

Commercial bank uses 3 card width for multiple print out providing cards for filing and distribution.

Actual size: 16" x 3"

Move card

Serves as production ticket and factory order for industrial hard goods manufacturer. Large blank area is alternately used to record additional information, drawings or blue prints.

Actual size: 11¾" x 8½"

CREDIT FILE INFO.	OTHER CONNECTIONS	CREDIT FILE INFO.	OTHER CONNECTIONS	CREDIT FILE INFO.	OTHER CONNECTIONS
	PERS. TL.		PERS. TL.		PERS. TL.
	CORP. TL.		CORP. TL.		CORP. TL.
	CUSTOMER		CUSTOMER		CUSTOMER
	BORROWER		BORROWER		BORROWER

ALPHA	ITEM CODE NO.	EA	1	4
CHG. NO.	RETAIL	UN.	2	6
COST PRICE	EX.	CS. LOC.	3	12

Inventory and parts control card

Greatly simplifies inventory control for large chain of radio-electronics stores. Note band at top which may be imprinted in various colors for coding purposes.

Actual size: 5" x 1½"

IDENTIFICATION CARD				
DETACH CARD AND KEEP IN WALLET				
 HOSPITAL ASSOCIATION				
COVERAGE CODES	EFFECTIVE DATE	GROUP NUMBER	NEW DATA	
RECEIVED BY			PATIENT'S NUMBER	

Membership card

Wallet size card die cut for easy removal; stub with pertinent coverage information is retained with policy.

Actual size: 10" x 4"

Able DP-Tags available up to 16" w

DRAWING NO.	PCB	START/END	DEPT.	MATERIAL	DESCRIPTION	PCB	DRAWING NO.	ORDER NO.
ABOVE INFORMATION TO BE USED FOR JOB TICKETS EXACTLY AS PRINTED						NO PART IS TO BE USED UNTIL THIS STUB HAS BEEN PUNCHED BY INSPECTOR		

DO NOT ATTACH PRINT ABOVE THIS LINE

OPERATION AND PUNCH	
CUT AND THREAD	C
LATHE	L
VERTICAL BORE	VB
LAYOUT	LO
DRILL	DR
SM. HORIZ. BORE	SB
LG. HORIZ. BORE	LB
LG. PLANNER	LP
SHAPER	SM
BROACH	BR
MILL SM.	MS
MILL LG.	ML
KEYSEAT	KS
GEAR SHAPER	GS
HEAT TREAT	HT
BLANCHARD GRIND	BG
GRIND	GR
SAW (Do-All)	S
WELD	W

FINISHED PART LOC.
 AREA:

MOVE CARD

Save time and money on copy changes —

Old imprinting methods required new type to be set or plates to be changed for each new group of tags, tickets or cards that were being processed. Able DP-Tags eliminate this cost and time loss. Using punched cards, paper or magnetic tape for the input, the tabulating equipment can make the changes automatically.

Sketches and layouts provided without obligation —

Able DP-Tags can be designed to fill any ticket, tag or card requirement. Our representatives will be glad to discuss your needs and provide, at no cost, layouts and designs to solve your problems.

Extremely flexible! Fit into almost any operation!

You'll find Able DP-Tags solving problems for heavy industry, educational institutions, appliance manufacturers, utilities, financial institutions, government agencies, hospitals, publishers, textile manufacturers, credit unions, associations, wholesale and retail organizations, furniture manufacturers, automotive manufacturers, aircraft manufacturers . . . why not yours?

OTHER CONNECTIONS PERM. TR. COMP. TR. CUSTOMER BORROWER	
---	--

HOSPITAL ASSOCIATION

EXPLANATION OF COVERAGE CODES

A — RADIATION, ORAL & DIAGNOSTIC X RAY

C — CATASTROPHIC

M — MEDICAL

MA — MAJOR ALLOWANCE

H — HOSPITAL

S — SURGERY

T — TYPE — 1 = INDIVIDUAL
2 = TWO PERSONS
3 = FAMILY

LETTER "X" IN ANY POSITION MEANS NO COVERAGE

COVERAGE CODE	EFFECTIVE DATE	GROUP NUMBER	NEW DATA
C M T A H S T			

CERTIFICATE NUMBER

PAYROLL NUMBER

PART OF CERTIFICATE

Piece-rate and production ticket
 In use by large furniture manufacturer. Full 12" throw with multiple perforations provides controls for production and payroll.

Actual size: 6" x 12"

CUTTING 2111-01401 SEW ARMS 2111-01401 UPHOLSTER ARMS 2111-01401 WRAPPING 2111-01401 LOADING 2111-01401 SEW BACK 2111-01401 UPHOLSTER BACK 2111-01401 UNIT 2111-01401 STAINING 2111-01401 CUT CUSHIONS 2111-01401 SEW CUSHIONS 2111-01401 BORDER MCH. CUSHION 2111-01401 BORDER MCH. T. A. 2111-01401 FILL CUSHIONS 2111-01401 UPHOLSTER SEATBOARD 2111-01401 ASSEMBLE SEATBOARD 2111-01401 PANELS 2111-01401 BUTTONS 2111-01401 PANELS	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:30%;">CUSTOMER ORDER NO.</td> <td style="width:70%;">STYLE</td> </tr> <tr> <td>UNIT</td> <td>FABRIC CUSHIONS</td> </tr> <tr> <td>MATTRESS</td> <td>ARMS</td> </tr> <tr> <td>LEG STYLE</td> <td>LEG FINISH</td> </tr> <tr> <td>BACK</td> <td></td> </tr> </table> 2111- 1401 ARMS <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:30%;">CUSTOMER ORDER NO.</td> <td style="width:70%;">STYLE</td> </tr> <tr> <td>UNIT</td> <td>FABRIC CUSHIONS</td> </tr> <tr> <td>MATTRESS</td> <td>ARMS</td> </tr> <tr> <td>LEG STYLE</td> <td>LEG FINISH</td> </tr> <tr> <td>BACK</td> <td></td> </tr> </table> 2111- 1401 BACK <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:30%;">CUSTOMER ORDER NO.</td> <td style="width:70%;">STYLE</td> </tr> <tr> <td>UNIT</td> <td>FABRIC CUSHIONS</td> </tr> <tr> <td>MATTRESS</td> <td>ARMS</td> </tr> <tr> <td>LEG STYLE</td> <td>LEG FINISH</td> </tr> <tr> <td>BACK</td> <td></td> </tr> </table> 2111- 1401 CUSHIONS <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:30%;">CUSTOMER ORDER NO.</td> <td style="width:70%;">STYLE</td> </tr> <tr> <td>UNIT</td> <td>FABRIC CUSHIONS</td> </tr> <tr> <td>MATTRESS</td> <td>ARMS</td> </tr> <tr> <td>LEG STYLE</td> <td>LEG FINISH</td> </tr> <tr> <td>BACK</td> <td></td> </tr> </table> 2111- 1401 SEATBOARD <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:30%;">CUSTOMER ORDER NO.</td> <td style="width:70%;">STYLE</td> </tr> <tr> <td>UNIT</td> <td>FABRIC CUSHIONS</td> </tr> <tr> <td>MATTRESS</td> <td>ARMS</td> </tr> </table> 2111- 1401 PANELS	CUSTOMER ORDER NO.	STYLE	UNIT	FABRIC CUSHIONS	MATTRESS	ARMS	LEG STYLE	LEG FINISH	BACK		CUSTOMER ORDER NO.	STYLE	UNIT	FABRIC CUSHIONS	MATTRESS	ARMS	LEG STYLE	LEG FINISH	BACK		CUSTOMER ORDER NO.	STYLE	UNIT	FABRIC CUSHIONS	MATTRESS	ARMS	LEG STYLE	LEG FINISH	BACK		CUSTOMER ORDER NO.	STYLE	UNIT	FABRIC CUSHIONS	MATTRESS	ARMS	LEG STYLE	LEG FINISH	BACK		CUSTOMER ORDER NO.	STYLE	UNIT	FABRIC CUSHIONS	MATTRESS	ARMS
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th and wider if desired.

FREE!



Able-Stik Guide to Data Transfer tells you how to get more out of your EDP equipment.

76 successful case histories show you how to make your addressing, posting, filing, inventory control, identification, pricing, grading, coding and marking much more effective.

Able-Stik offers the largest line of blank, stock and imprinted labels for data-processing. Immediate delivery from nationwide warehouses. Representatives in every major U.S. city.



allen hollander company, inc.

Manufacturers of Labels, Seals, Tags, Specialties

Pressure-Sensitive Able-Stik® Labels for Data Processing Systems & Industry

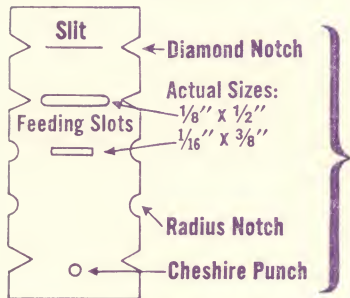
General Offices: 385 GERARD AVE. BRONX, N.Y. 10451 • Phone: (212) 665-1818

Sales Offices & Plants: BOSTON • NEW YORK • PHILADELPHIA • CLEVELAND • DETROIT • CHICAGO • LOS ANGELES

THIS **able data-tags** CARD
CAN SERVE AS A
MEMBERSHIP CARD OR
AN ACCOUNT NO. CARD

12472

(All types of punches for Rolodex, Cheshire, Kardex, Addressograph equipment, etc. available.)



SPECIAL FEEDING SLOTS,
PUNCHES AND NOTCHES
(shown in reduced size)
AVAILABLE AS REQUIRED.

**CONSECUTIVE NUMBERS
AVAILABLE IN SIZES INDICATED**

1''

12472*

$\frac{3}{8}''$

12472*

$\frac{1}{4}''$

12472

$\frac{3}{16}''$

12472

$\frac{1}{8}''$

12472

*On forms up to 13" wide.

able data-tags

specifications:

- **NUMBERING** — Consecutive in sizes $\frac{1}{8}$ " to 1". Guaranteed numbering is available.
- **PATCHING** — Minimum $1\frac{1}{2}$ " center to center, in 2 horizontal lines or up to 8 patches in one line if required. 2 sizes: $\frac{9}{16}$ " with $\frac{3}{16}$ " hole, $\frac{5}{8}$ " with $\frac{3}{8}$ " hole.
- **PUNCHES** — Up to 20 holes may be specified.
- **DIE-CUTTING** — Windows, membership cards, Kardex or any desired shape,
- **INK COLORS** — 2 or 3 colors on 1 side; 1 color on reverse.

able data-tags

continuous tickets, tags & cards for data processing

allen hollander company, inc.

385 Gerard Ave., Bronx, N. Y. 10451

Phone:

(212) 665-1818

- **PERFORATIONS** — Horizontal, vertical or hit-skip.
- **SCORING** — Any direction.
- **STOCK** — Tag stock available in 8 colors plus manila and white and Kromekote® from 7 to 15 pt. Index and ledger stocks also available.
- **DELIVERY:** Shipped FOB New York, 4-6 weeks after OK of proof.
- **PACKING:** Custom dispenser boxes.
- **DESIGN:** Sketches and layouts without obligation.

SCORING

MAXIMUM OF 8 PATCHES & 20 PUNCHES PER FORM

able data-tags CAN BE USED FOR

- SHIPPING TAGS
- BUNDLE TAGS
- WARRANTY TAGS & FORMS
- ACCOUNT CARDS
- FILE CARDS
- INVENTORY CARDS
- MEMBERSHIP CARDS
- UTILITY BILLING
- PRODUCTION TICKETS
- LICENSES
- PARTS TICKETS
- BIN TICKETS
- MOVE TICKETS
- PIECE-RATE TICKETS

DIE-CUTS TO ANY
SPECIFICATION

